

DECLARATION and POWER OF ATTORNEY

Attorney's Docket No. US 010504

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

MICRO-AUCTION ON TELEVISION USING MULTIPLE REWARDS TO BENEFIT THE VIEWER OF COMMERCIALS

_____ the specification of which (check one)

☒ is attached hereto.

_____ was filed on _____ as Application Serial No. _____ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by the amendment(s) referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulation, §1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

PRIOR FOREIGN APPLICATION(S)

| COUNTRY | APPLICATION NUMBER | DATE OF FILING (DAY, MONTH, YEAR) | PRIORITY CLAIMED UNDER 35 U.S.C. 119 |
|---------|--------------------|-----------------------------------|--------------------------------------|
| | | | |
| | | | |
| | | | |

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application (s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35 United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

PRIOR UNITED STATES APPLICATION(S)

| APPLICATION SERIAL NUMBER | FILING DATE | STATUS (PATENTED, PENDING, ABANDONED) |
|---------------------------|-------------|---------------------------------------|
| | | |
| | | |

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

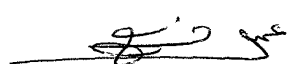
POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

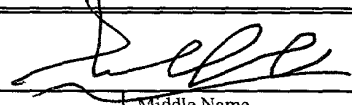
Jack E. Haken, Reg. No. 26,902

Michael E. Marion, Reg. No. 32,266

Michael E. Schmitt, Reg. 36,921

| | |
|--|---|
| SEND CORRESPONDENCE TO: John F. Vodopia, Esq. Corporate Patent Counsel; Philips Electronics North America Corporation; 580 White Plains Road; Tarrytown, NY 10591 | DIRECT TELEPHONE CALLS TO: (name and telephone No.) (914) 333-9627 |
|--|---|

| | | | |
|-------------------------|---|---|---|
| Dated: 10/10/01 | | INVENTOR'S SIGNATURE:  | |
| Full Name of Inventor | Last Name Yassin | FIRST NAME Amr | Middle Name F. |
| Residence & Citizenship | City Ossining | STATE OR FOREIGN COUNTRY New York | Country of Citizenship Egypt |
| Post Office Address | Street 111 S. Highland Avenue, Apt. #24 | CITY Ossining | State or Country New York Zip Code 10562 |

| | | | |
|-------------------------|-----------------------------|--|---|
| Dated: 10/10/01 | | INVENTOR'S SIGNATURE:  | |
| Full Name of Inventor | Last Name alSafadi | FIRST NAME Yasser | Middle Name |
| Residence & Citizenship | City Yorktown Heights | STATE OR FOREIGN COUNTRY New York | Country of Citizenship U.S. |
| Post Office Address | Street 2227 Mohansic Avenue | CITY Yorktown Heights | State or Country New York Zip Code 10598 |

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

AMR F. YASSIN ET AL

US010504

Serial No.

Filed: CONCURRENTLY

Title: MICRO-AUCTION ON TELEVISION USING MULTIPLE REWARDS TO
BENEFIT THE VIEWER OF COMMERCIALS

Commissioner for Patents
Washington, D.C. 20231

APPOINTMENT OF ASSOCIATES

Sir:

The undersigned Attorney of Record hereby revokes all
prior appointments (if any) of Associate Attorney(s) or Agent(s) in
the above-captioned case and appoints:

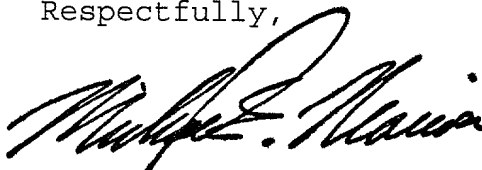
JOHN F. VODOPIA

(Registration No. 36,299)

c/o U.S. PHILIPS CORPORATION, Intellectual Property Department, 580
White Plains Road, Tarrytown, New York 10591, his Associate
Attorney(s)/Agent(s) with all the usual powers to prosecute the
above-identified application and any division or continuation
thereof, to make alterations and amendments therein, and to
transact all business in the Patent and Trademark Office connected
therewith.

ALL CORRESPONDENCE CONCERNING THIS APPLICATION AND THE
LETTERS PATENT WHEN GRANTED SHOULD BE ADDRESSED TO THE UNDERSIGNED
ATTORNEY OF RECORD.

Respectfully,



Michael E. Marion, Reg. 32,266
Attorney of Record

Dated at Tarrytown, New York
this 10th day of December, 2001.